

**Listing of Claims:**

1. (currently amended) A system for transmitting a plurality of localized information streams within a single general digital audio broadcast channel, comprising:

at least one local audio content source to provide a plurality of local content source information streams associated with a plurality of local broadcast identifying codes, each of said plurality of local broadcast identifying codes each relating to a local geographic area within a general broadcast area serviced by said system;

a formatting module adapted to insert said plurality of local broadcast identifying codes into respective ones of said plurality of local content source information streams; and

a digital radio transmitter adapted to transmit data packets each containing at least one of said plurality of local broadcast identifying codes and at least a portion of one of said plurality of local content source information streams;

wherein at least one of said plurality of local broadcast identifying codes is contained in a header of each data packet transmitted by said transmitter.

2. (canceled)

3. (canceled)

4. (currently amended) The system for transmitting a plurality of localized information streams within a single ~~common~~ general digital audio broadcast channel according to claim 1, wherein:

said transmitter transmits said data packets in a time division multiplex scheme.

6. (currently amended) The system for transmitting a plurality of localized information streams within a single ~~common~~ general digital audio broadcast channel according to claim 1, wherein:

said plurality of local broadcast identifying codes each relate to a postal code.

7. (currently amended) The system for transmitting a plurality of localized information streams within a single ~~common~~ general digital audio broadcast channel according to claim 1, wherein:

said plurality of local broadcast identifying codes each relate to a zip code.

8. (canceled)

9. (currently amended) The system for transmitting a plurality of localized information streams within a single ~~common~~ general digital audio broadcast channel according to claim 1, wherein:

said system for transmitting is included within a satellite broadcast system.

10. (currently amended) The system for transmitting a plurality of localized information streams within a single ~~common~~ general digital audio broadcast channel according to claim 1, wherein:

said system for transmitting is included within a wired cable broadcast system.

11. (currently amended) A method for transmitting a plurality of local broadcast information streams within a single channel, comprising:

associating at least one of a plurality of unique local broadcast identifying codes with each of a plurality of local content information streams, each of said unique local broadcast identifying codes being associated with a local geographic area within a general broadcast area; and

transmitting a digital radio signal over said single channel, said digital radio signal comprising a plurality of data packets each containing one of said plurality of content information streams and an associated one of said plurality of unique local broadcast identifying codes;

wherein at least one of said plurality of unique local broadcast identifying codes are included in respective header portions of said data packets.

12. (currently amended) The method for transmitting a plurality of local broadcast information streams within a single ~~common~~ channel according to claim 11, wherein:

said local content information streams are each a digital audio broadcast information stream.

13. (canceled)

14. (currently amended) The method for transmitting a plurality of local broadcast information streams within a single ~~common~~ channel according to claim 13, wherein:

said general broadcast area is nationwide.

15. (currently amended) The method for transmitting a plurality of local broadcast information streams within a single ~~common~~ channel according to claim 11, further comprising:

formatting data packets for each of said plurality of local content information streams.

16. (canceled)

17. (currently amended) The method for transmitting a plurality of local broadcast information streams within a single ~~common~~ channel according to claim 11, wherein:

said common channel is a digital audio broadcast channel.

18. (currently amended) Apparatus for transmitting a plurality of local broadcast information streams within a single channel, comprising:

means for associating at least one of a plurality of unique local broadcast identifying codes with each of a plurality of local content information streams, said means for associating associates each of said unique local broadcast identifying codes with a local geographic area within a general broadcast area; and

means for transmitting a digital radio signal over said single channel, said digital radio signal comprising a plurality of data packets each containing one of said plurality of content information streams and an associated one of said plurality of unique local broadcast identifying codes;

wherein said means for transmitting includes means for including at least one of said plurality of unique local broadcast identifying codes in respective header portions of said data packets.

19. (currently amended) The apparatus for transmitting a plurality of local broadcast information streams within a single ~~common~~ channel according to claim 18, wherein:

said local content information streams are each a digital audio broadcast information stream.

20. (canceled)

21. (currently amended) The apparatus for transmitting a plurality of local broadcast information streams within a single ~~common~~ channel according to claim 20, wherein:

said general broadcast area is nationwide.

22. (currently amended) The apparatus for transmitting a plurality of local broadcast information streams within a single ~~common~~ channel according to claim 18, further comprising:

means for formatting data packets for each of said plurality of local content information streams.

23. (canceled)

24. (currently amended) The apparatus for transmitting a plurality of local broadcast information streams within a single ~~common~~ channel according to claim 18, wherein:

said common channel is a digital audio broadcast channel.

25. (currently amended) An information stream combiner for a single channel of a digital audio broadcast transmitter, comprising:

a local audio content source;

a module adapted to packetize said local audio content source;

a local broadcast identifying code storage element; and

a processor adapted to insert a local identifying code relating to a local geographic area within a general broadcast area, said local identifying code being obtained from said local broadcast identifying code storage element into each data packet containing at least a portion of said local audio content source;

wherein said processor is further adapted to insert said local identifying code into a header portion of each data packet.

26. (canceled)

27. (currently amended) The information stream combiner for a single channel of a digital audio broadcast transmitter according to claim 25, wherein:

said local identifying code is a zip code.

28. (currently amended) The information stream combiner for a single channel of a digital audio broadcast transmitter according to claim 25, further comprising:

an audio encoder to compress a transmitted data rate with respect to said local audio content source.

29. (previously presented) A method of receiving one of a plurality of local audio content source information streams in a single channel of a digital audio broadcast system, comprising:

monitoring said single channel for a local audio transmission associated with a geographic location of a receiver;

playing back said local audio content source information stream if a monitored local audio transmission is associated with said geographic location of said receiver;

storing a unique local broadcast identifying code associated with said geographic location of said receiver;

said monitoring including a search of each detected data packet for said unique local broadcast identifying code contained therein corresponding to a transmission associated with said geographic location of said receiver.

30. (canceled)

31. (currently amended) The method of receiving one of a plurality of local audio content source information streams in a single ~~common~~ channel of a digital audio broadcast system according to claim 29, wherein:

said unique local broadcast identifying code is a zip code.

32. (currently amended) The method of receiving one of a plurality of local audio content source information streams in a single ~~common~~ channel of a digital audio broadcast system according to claim 29, further comprising:

preempting reception of a general broadcast during reception of transmissions relating to said geographic location of said receiver.

33. (currently amended) The method of receiving one of a plurality of local audio content source information streams in a single ~~common~~ channel of a digital audio broadcast system according to claim 29, further comprising:

superimposing transmissions associated with said geographic location of said receiver with transmissions relating to a general broadcast.